

The Auto Pays for Temper Now

The man who used to "fly off the handle" on hot days and "take it out" on his long suffering wife and children has changed his ways. Not that he doesn't "flare-up" just as much as he used to—the family escapes now because he "takes it out" on his car. It's the car that pays.

Red around the collar, wet down the back, with a temper like a dozen scorched wildcats, he stumbles from the office, eats three beans and a cantaloupe, and piles into the car to cool off. When he is through, the car often shows a "temper" of its own.

Six Cylinder Truck With 2-Ton Chassis Graham Bros. Latest

Four-Speed Forward Transmission, Changeable Gear Ratios, and Four-Wheel Hydraulic Brakes Outstanding Features

Graham Brothers, the truck division of Dodge Brothers, Inc., is now introducing a complete new line of trucks, the feature of which is a fast and powerful six-cylinder, two-ton chassis available in three types, it is announced by Allen H. Paull, Dodge Brothers dealer in this district. Mr. Paull is exceptionally well and favorably known in this territory which he has covered for Dodge ever since Dodge cars have been made. He has grown up with the Dodge factory. Mr. Paull is enthusiastic over business prospects in Torrance.

Introduction of the six-cylinder, two-ton truck and improvements in the present line of fours in three-quarter, one, and one and a half ton capacities constitute a notable step forward in truck design which should aid materially in speeding up traffic and lowering commercial transportation costs, Mr. Paull says.

The quick acceleration and braking and the fast economical service on the open road of these new trucks is comparable to that of the fine passenger car, while the qualities of rugged strength and the dependability for which Graham Brothers trucks have always been noted are retained.

Four features of the new six-cylinder truck are particularly important—the engine, a four-speed, heavy duty transmission, four-wheel hydraulic brakes and remarkably low prices.

The seven-bearing crankshaft alone is an important engine feature for the rugged service demanded in motor truck operation. It weighs 69 pounds and is machined all over. The connecting rods of chrome-vanadium steel and pistons of light alloy give the strength and snap desired in the modern motor truck.

The heavy duty transmission with four speeds forward and one reverse contributes greatly to this truck's ability to perform under the most difficult road conditions. The first speed ratio is 6 1/2 to 1, resulting in approximately 60 per cent increase in pulling ability compared with the first gear position of the three speed transmission formerly used on two ton models.

Lockheed hydraulic four-wheel internal expanding brakes built for heavy service provide quick and positive braking and make this truck particularly easy to control. These brakes are automatically equalized, largely eliminating the

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REO MEN GIVE BUYERS ADVICE

Dealers Not Only Salesman

With Large Range of Vehicles, Must Study Buyers' Needs

Illustrating how thoroughly the Reo Motor Car Company has gone into the problems of personal and commercial transportation, the Reo exhibit at the Legion Fiesta and Auto Show displays both pleasure cars and trucks in a wide variety of models.

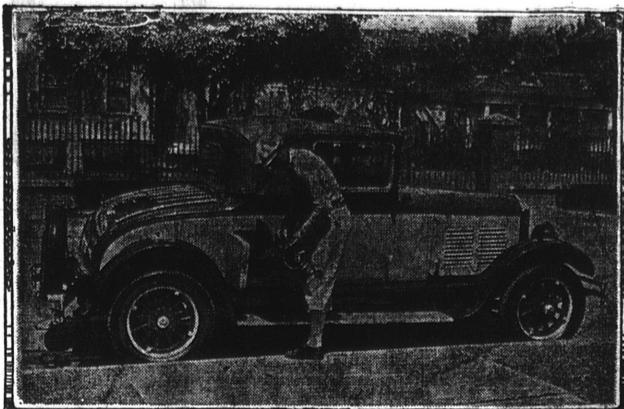
Reo dealers have been forced, by the large range of vehicles in which they deal, to become more than sellers of automobiles, according to M. J. Fix, local Reo dealer. "We have had to study transportation problems and prepare ourselves to be able to advise buyers which type of vehicle is best suited to their needs. This started in the truck department, because many operators were allowing themselves to be 'sold' a truck, rather than going out and 'buying' the one they actually needed."

"Gradually things worked around to a point where Reo dealers saw that to sell a man a sedan when he needed a coupe was folly, because that man sooner or later re-wrong type of car, and the chances were that he would go elsewhere for his next car."

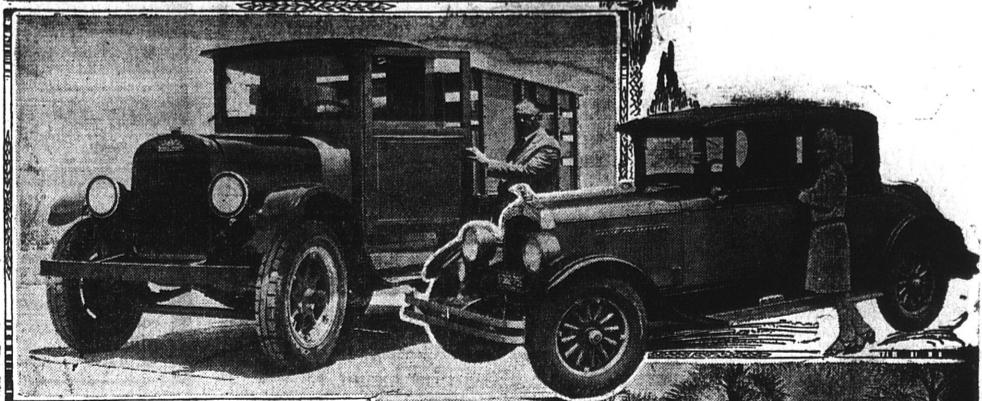
When one looks over the Reos on display at the booth, and at the others which couldn't be shown at the fair on account of space limitations, the logic of Mr. Fix's statement is apparent.

Reo now has a half-ton Speed Wagon Junior, a one-ton Speed Wagon "tonner", a ton and a half Standard Speed Wagon, a two-ton Master Speed Wagon, and a three-ton Heavy Duty Speed Wagon, not to mention a three-ton dump truck and a line of school and other buses. In the pleasure car division are five models of Flying Clouds and two Wolverines, so that the dealer has a piece of merchandise for practically every transportation need, with prices ranging from \$1335 for the Speed Wagon Junior, to \$2849 for the three-ton. In between these prices are the Wolverine and Flying Cloud models ranging from \$1485 for the Wolverine cabriolet and brougham, to \$2265

A Few of Reo's Newest Features in an Ever Increasing Line



UPPER—The New Reo Wolverine Cabriolet, Latest Addition to the Line.



CENTER—The 1 1/2 Ton Truck and the Flying Cloud Victoria.

LOWER—The Junior Speed Wagon, Another New Departure for the Reo Motor Car Company.

for the Flying Cloud special sedan. The Wolverine Cabriolet, by the way, is a brand new arrival in California, and helps to round out the pleasure car line.

Many people still do not know why Reo chose the names it did for its pleasure cars. Mr. Fix explains that the Flying Cloud is named after the fastest clipper that ever sailed under the American flag. The Flying Cloud came around the Horn from New York to San Francisco in 83 days, a record which has never been bettered. Because it represented the best of American craftsmanship, and because it was so graceful and fleet, the Reo Motor Car Company named its line of new pleasure cars "Flying Cloud" models.

The Wolverine also needs explaining, for it is not a small wolf, nor an extinct animal. It still ranges the north woods, and is the strongest animal of its size in the world. Michigan is called the Wolverine State because it was once the habitat of a number of these little "fightin' fools." When the Reo factory, which is located in the Wolverine State, brought out its smaller car, a name was sought which would give some idea of the qualities of that car, and the reputation that the Wolverine enjoys among its brethren of the forest seemed to be the same kind of a reputation that the new car would soon earn in the automobile world.

Mr. Fix says that Wolverine owners in this territory vie with Flying Cloud owners in recounting details of performance that to them seems remarkable in comparison with what they have experienced in the past.

The local Reo organization has come to the conclusion that it is not necessary to spend a great deal of time telling people about the product, because nothing they can say can equal a half hour behind the wheel. All their efforts, therefore, are designed to have as many people as possible ride in the new cars, whether or not they are in the market immediately. It is felt by Mr. Fix and his aids that the more people that ride, the more people there will be who will eventually buy, because something has been instilled into these cars that reveals itself only by a demonstration.

"We have had many prospective purchasers tell us that they never knew an automobile could do the things that the new Reos do with ease, and in almost every sale we have made it has been the first ride that created a dissatisfaction with every other make which the man or woman had investigated."

Yosemite Bars Dogs at Night

Owing to a great deal of misunderstanding regarding the taking of dogs into Yosemite Valley, the touring bureau of the Automobile Club of Southern California issues the following statement: Dogs may only be taken over the Tioga Road when the machine is checked in at Aspen Valley and out at Soda Springs on the same day, and no machine carrying dogs may camp on the Tioga Road or inside the park proper at any point. The recent rule that dogs may be left at El Portal would not be of advantage in any way to anyone who wishes to go over the Tioga Road, inasmuch as after visiting Yosemite, it would be necessary to retrace to El Portal and then go back into the valley in order to reach the Tioga Road.

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